

Manzanita

Branding / Part 1

Wayfinding Plan / Part 2

Partners in Design / July 2024



Introduction

On the Tillamook coast rests the quaint town of Manzanita—a calm haven where ocean views are broad and residents are creative and welcoming. Snuggled within a landscape of spruce and pines, Manzanita weather is perfect, spend a day at the beach with the sun, while other areas of the Oregon coast are covered in clouds.

Lots of outdoor activities and boutique shopping. Manzanita is a lovely, walkable town, offering boutique shopping, golfing year-round, surfing, horseback riding, kayaking, paddle boarding and bicycle rentals, as well as a fabulous seasonal farmers market. Drive up to nearby Oswald West State Park perched atop legendary Neahkhanie Mountain.

Today the population is near 603. The indigenous Tillamook people have lived here for 12,000 years. At least two of Oregon’s historical shipwrecks occurred off the Manzanita coast: the Glenesslin in 1913, and the Santo Cristo de Burgos (disappeared 1693) which has generated rumors of treasure buried on Neahkahnie Mountain.

Named for the manzanita (*Arctostaphylos* sp.) plants that grow in the area. Manzanita means ‘little apple’ in Spanish.



As communities grow and develop, reflecting back on the past can offer a positive and creative way to look ahead to the future.

The Case for a New Manzanita Logo

A major component to creating a vibrant and distinct sense of place for any community is visual branding. Logos often form the cornerstone to communication for tourists, visitors, and residents providing a clear visual reference to understand your unique community. Remember first impressions count.

Logos are especially useful in that they can be utilized in wayfinding instances where they quickly help identify a “sense of place.” The Welcome Gateways, for example, are an ideal application. Logos can also be used effectively in instances where interpretives are offered, on the City’s website and vehicles, banners, posters, event promotion and merchandise.

A logo takes the place of many words and can symbolically represent Manzanita in a kalidescope of coastal impressions. A logo very often communicates an emotion or thoughts almost instantly... and first impressions do count. Currently your logo is of a ship which may have sunk, does that have a significant maning to the town today? This process will endeavor to reveal that.

A new logo and brand will have certain responsabilites...

Be memorable

Be clear and consistent

Look to the future

Represent unique qualities of Manzanita

Become an element of wayfinding

Contribute to the visitor experience

Be marketable and suitable for media

Resonate with visitors and residents

The trademarks of Manzanita have often been based in historical context. More recently there has been conscience efforts to focus on the natural aspects of the town and its environs. Some of this shift includes nature, wildlife, recreation, food and family. Is the community frozen in time represented by a masted ship?



Impressions to Consider When Designing the Manzanita Logo

Walking on the beach and boogie boarding in the waves

Hiking Neahkahnie Mountain for a spectacular view of the coast

Entering your dog in the Muttzanita Festival parade in September

Golfing year-round at Manzanita Golf Course, built on sand

Attending an arts event at the Hoffman Center and becoming inspired

Shopping the boutiques on Laneda Drive and finding that “perfect” gift

Getting pampered at the spa then sipping wine at a wine bar

Browsing the Farmers Market

Enjoying fine and fresh local cuisine

Listening to music at the local pub

Neahkahnie Mountain

Rain or shine, exploring this awe-inspiring, forest-filled coast by foot is an absolute favorite among Manzanita locals and tourists alike, with many gorgeous State parks nearby and plenty of trails to choose from.

Nehalem Bay State Park

1/4 mile from Manzanita, set between the ocean and the bay, situated on a 4-mile sand spit. The campground sits among shore pines, just a sand dune away from the beach. A forested 1.8 mile long bike path provides a breathtaking view of the bay. You may see deer and elk grazing and a variety of birds. Kayaking, crabbing, fishing and clamming are popular activities.

This Way and That Way

The City of Tillamook 25 miles south with its jazzy cheese factory; 25 miles north is Seaside.



“Manzanita DNA” Visual Cues:

Plovers

Eagle

Gulls

Setting sun

Sand dollar

Shells

Jellyfish

Manzanita shrub

Ocean / surf / tide

Neahkahnie Mountain

Dogs running on the beach

Beach / Sand

Beach strollers

Driftwood

Relaxing

Shipwrecks

Clouds

Gliders and kites

Golfing year-round

Biking

Food

Home

Arts (craftsmen stained glass)

Silhouettes on the beach

Rustic tradition

First Impressions Count



Learned From the Survey *(roughly 200 respondents)*

About the city logo

- as many want a new logo as residents who want the old one which represents a historic ship
- the city logo is the same as the police department
- include iconic view of Neahkahnie Mountain
- how about elf, bald eagle, plovers? Had enough of gulls
- include reference to “little apple” shrub, “Manzanita”
- the beach is primary, nature and wildlife

About the gateway signage

- replace with similar or something different
- simple and more colorful
- professional and original, not cookie cutter
- natural materials, like wood
- do not make out of dock piers as it is now
- beach scene and/or logo
- preference not to be welcoming, do not use the word “welcome”

About interpretive signs

- yes!
- generally access is poor
- focus on native peoples, settler history, plants, animals, the surf

About directionals

- lack of directionals
- really missing important destinations: golf, farmers market, parks, trails and bike routes, state park and camping
- make the case for pedestrians. Park the car and use the sidewalks



Manzanita is an active community, serious about recreation, leisure and the outdoors. Being respectful of nature has been a multi-generational ethic. This is a place for dreaming.

Where We Have Hit the Ground

A framed landscape scene

Focused on place, not a symbol or icon

Landscape + nature

Landscape + activity

Turn around and look at today, something new

Color and emotional connection

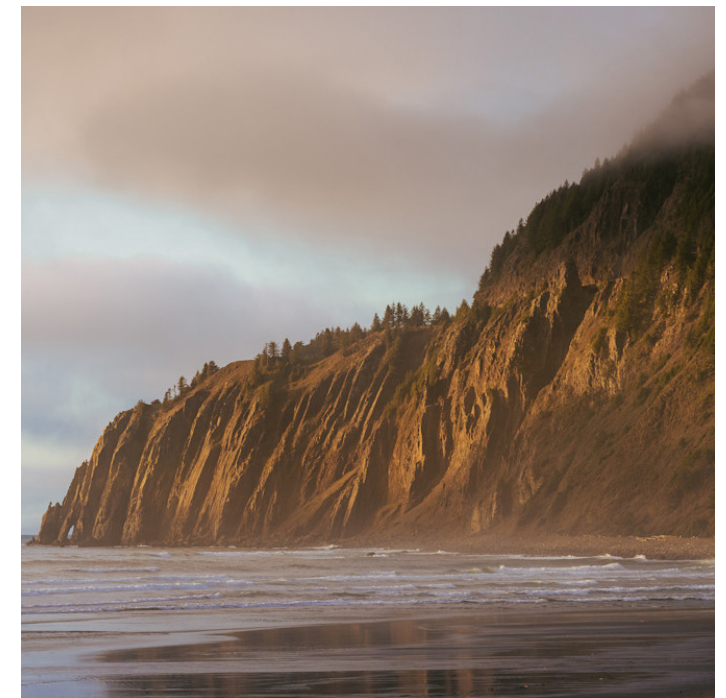
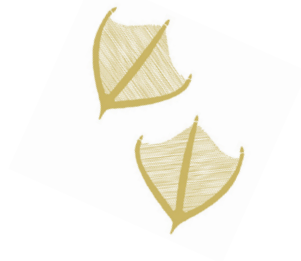
Home



Visual Inspirations

Further Distillation:

- Clouds
- Sun
- Sea
- Surf—constant change and movement
- Air
- Beach
- Neahkahnie Mountain
- Manzanita shrub
- Feet in sand
- Sunsets and long shadows
- Home and visitors
- Nature and wildlife



Color and Light Effects

Color:

Sun
Shadow
Berry
Evergreen
Surf
Sea grasses
Kites
Weathered wood
Rainbows
Air

Light:

Bright sun
Long shadows
Warmth
Coolness
Reflection
Flicker
Passing clouds
Monochrome sky

Color is inspirational and, on a practical level, it's the glue that holds Manzanita branding together.

Color is evident in nature—where we consistently identify a unique landscape or a time of day by color. We are all aware of color—consciously or unconsciously—and use it to make decisions, take action and qualify emotion.





Earth, air and water – the natural chemistry of Manzanita. This scene is almost a dream, but as all residents know, it's reality. The motifs represented here also suggest an artistic perspective.



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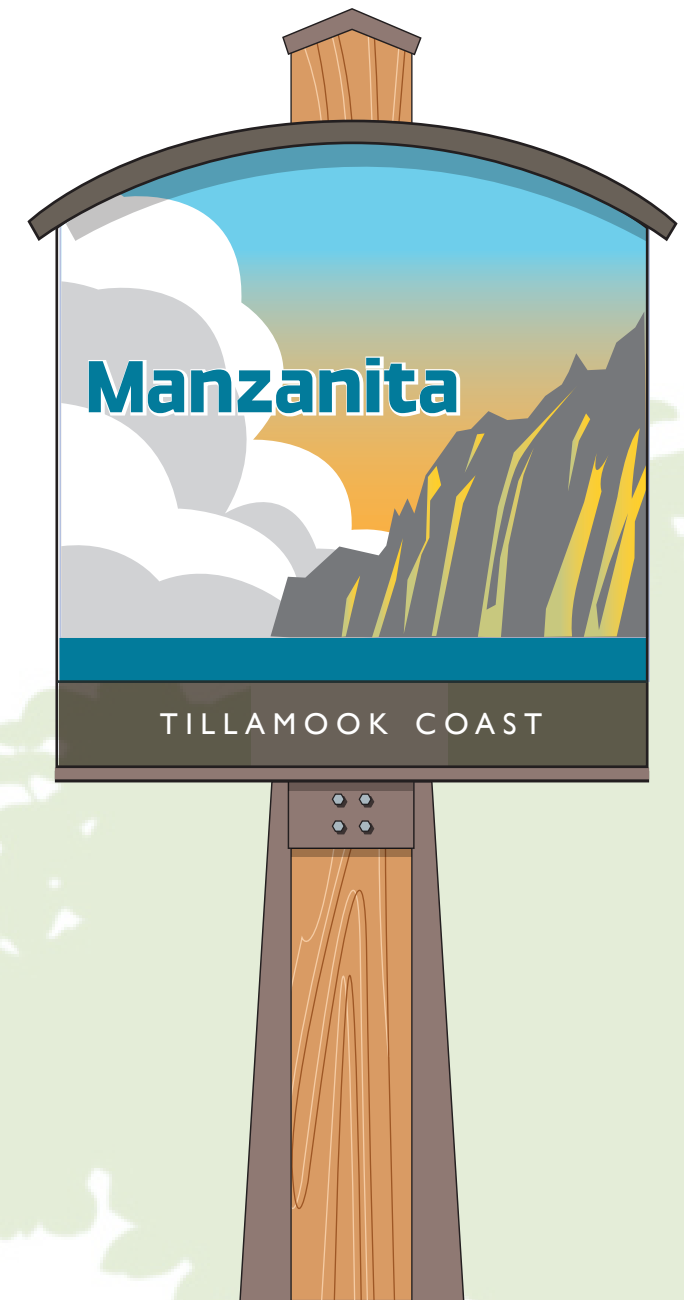
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Manzanita's brand will demonstrate it's success and appeal through merchandise and its "wearability." Watch locals and tourists seeking to wear the Manzanita logo. For residents a symbol of home and pride, and for visitors a token of experience and a fond memory.





Manzanita

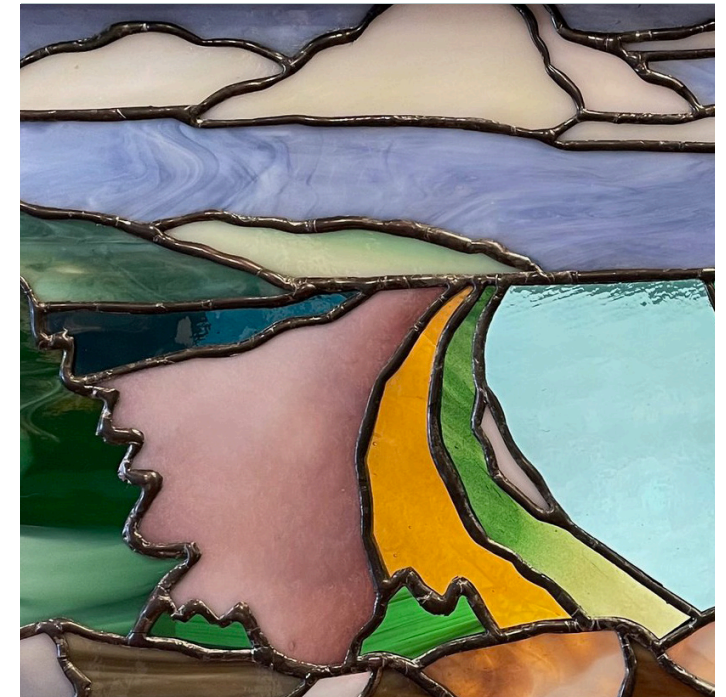
The moment of the setting sun. The sky turns a unique chroma that's reflected on the beach. This scene with people and a dog is "beach-time." Neahkahnie Mountain is etched with shadows. Manzanita shrub is tucked in the corner.







Artists and craftspeople are drawn to Manzanita. Residents cherish the village. If you stay still for a bit you can almost feel the optimism in the sun and the mysteriousness in the mist. It's obvious one can fall in love in Manzanita



Nature seen through the lens of an artful eye.
Idealism and pride. The arts express the unique
local experience found in Manzanita.



Manzanita



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Aspects of a unique place can often be distinguished with simple color. Color evokes feelings of the time of day, the temperature, happiness, a sense of joy and welcoming.









